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## FAX TRANSMISSION COVER SHEET

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Date: May 6, 2005  
To: Examiner Scott E. Beliveau  
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Phone: (571) 272-73343  
Re: Our File: 14531.46  
Sender: JENS C. JENKINS

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FILED VIA FACSIMILE

PATENT APPLICATION  
Docket No. 14531.46

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of		)
		)
	Phillip Y. Goldman, et al.	)
		)
Serial No.	09/264,432	) Art Unit
		) 2614
Filed:	March 8, 1999	)
		)
Confirmation No.	3073	)
		)
For:	SYSTEM AND METHOD FOR INSERTING	)
	ADVERTISEMENTS INTO AN INFORMATION	)
	RETRIVAL SYSTEM DISPLAY	)
		)
Examiner:	Scott E. Beliveau	)
		)
Customer No.	47973	)

CERTIFICATE OF FACSIMILE TRANSMISSION

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
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Sir:

I hereby certify that this paper is being transmitted via facsimile to the Patent and Trademark Office to phone no. (703) 872-9306 (Formal Fax No.) on the date shown below.

- Amendment "J" (13 pages)
- Transmittal Letter (1 page)
- RCE (1 page)
- PTO-2038 Credit Card Payment Form (1 page)


Dated this 6 of May, 2005.

Respectfully submitted,



JENS C. JENKINS  
Registration No. 44,803  
Attorneys for Applicant  
Customer No. 47973

RDN:JCJ:ahm  
AHM0000001047V001

<b>AMENDMENT TRANSMITTAL LETTER (Large Entity)</b>					Docket No. 14531.46	
Applicant(s): <b>Phillip Y. Goldman, et al.</b>						
Application No. 09/264,432	Filing Date March 8, 1999	Examiner Scott E. Beliveau	Customer No. 047973	Group Art Unit 2614	Confirmation No. 3073	
Invention: <b>SYSTEM AND METHOD FOR INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIVAL SYSTEM DISPLAY</b>						
<b>COMMISSIONER FOR PATENTS:</b>						
Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.						
<b>CLAIMS AS AMENDED</b>						
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE	
TOTAL CLAIMS	40 -	46 =	0	x \$50.00	\$0.00	
INDEP. CLAIMS	6 -	6 =	0	x \$200.00	\$0.00	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00	
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					<b>\$0.00</b>	
<input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account 23-3178 <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input type="checkbox"/> Payment by credit card. Form PTO-2038.						
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 _____ Signature			Dated: May 6, 2005			
<b>JENS C. JENKINS</b> Registration No. 44,803 Customer No. 047973			<div style="border: 1px solid black; padding: 5px;">             I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on _____              _____              (Date)              _____              Signature of Person Mailing Correspondence              _____              Typed or Printed Name of Person Mailing Correspondence           </div>			
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MAY 06 2005

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# REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

Address to:  
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Alexandria, VA 22313-1450


Application Number	09/264,432
Filing Date	March 8, 1999
First Named Inventor	Phillip Y. Goldman
Art Unit	2614
Examiner Name	Scott E. Beliveau
Attorney Docket Number	14531.46

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application. Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

- Submission required under 37 CFR 1.114** Note: If the RCE is proper, any previously filed unentered and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).
  - ☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.
    - ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on \_\_\_\_\_
    - ☐ Other \_\_\_\_\_
  - ☒ Enclosed
    - ☒ Amendment/Reply
    - ☐ Affidavit(s)/Declaration(s)
    - ☐ Information Disclosure Statement (IDS)
    - ☐ Other \_\_\_\_\_
- Miscellaneous**
  - ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of \_\_\_\_\_ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)
  - ☐ Other \_\_\_\_\_
- Fees** The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.
  - ☒ The Director is hereby authorized to charge the following fees, or credit any overpayments, to Deposit Account No. 23-3178. I have enclosed a duplicate copy of this sheet.
    - ☐ RCE fee required under 37 CFR 1.17(e)
    - ☐ Extension of time fee (37 CFR 1.136 and 1.17)
    - ☐ Other \_\_\_\_\_
  - ☐ Check in the amount of \$ \_\_\_\_\_ enclosed
  - ☒ Payment by credit card (Form PTO-2038 enclosed)

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## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Signature		Date	May 6, 2005
Name (Print / Type)	JENS C. JENKINS	Registration No.	44,803

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This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing the burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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